

Senior Product Designer | Product Strategy | B2B SaaS, Marketplace & Growth

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Currently based in Sydney, Australia

PROFILE

Senior Product Designer specialising in SaaS, AI and marketplace products, with experience leading product strategy, discovery and end-to-end design across both B2B and B2C platforms. I enjoy tackling ambiguous, commercially complex problems and partnering with Product, Engineering and Commercial teams to turn customer insight into measurable business outcomes. Across my work I've contributed towards generating over GBP 500k in new revenue with an MVP, increased free-trial conversion by 5x through iterative experimentation, reduced subscription churn by 28%, and decreased marketplace launch timelines from 12 weeks to just 2. With a background in architecture, I bring systems thinking, strong facilitation skills and a commercial mindset to product design.

CORE EXPERTISE

Product: Product Strategy, Stakeholder Management, Discovery, Roadmapping, Experimentation, Conversion Optimisation, A/B Testing.

Design: End-to-end UX/UI, Design Systems, Prototyping, Information Architecture, Content design.

Research: Customer Research, Interviewing and Synthesis, Usability Testing, Workshops & Facilitation.

Tools: Figma, Cursor, Claude, Jira, Confluence, Dovetail, Looker, Useberry, Maze, PostHog, HotJar.

WORK EXPERIENCE

HeadBox | Senior Product Designer | London, UK | Apr 2025 - Jul 2026

Promoted from Product Designer at HeadBox in Jan 2026

Global venue & events technology platform combining a B2B SaaS product for venue partners with an AI-powered B2C marketplace.

- Led end-to-end product strategy and design across both B2B SaaS and B2C marketplace products, partnering with Product, Engineering and Commercial teams to deliver commercially impactful customer experiences.
- Designed and led initiative to "Launch in a New City", using AI-assisted research agents, operational tooling, rapid listing workflows and marketplace onboarding experiences that reduced market launch planning from over 12 weeks to a matter of 2 weeks.
- Consolidated fragmented guest booking journeys into a single personalised platform experience, creating stronger upgrade pathways and reducing churn by 28%.

- Designed and delivered a redesigned Direct Enquiry experience, introducing smarter lead qualification and streamlined messaging flows that increased qualified inbound enquiries by 30% while reducing friction within booking cycles.
- Established HeadBox's first continuous product research programme in over four years, embedding customer interviews, usability testing, tree testing, card sorting and behavioural analytics into product discovery and roadmap prioritisation.
- Facilitated cross-functional product planning with Product, Engineering and Commercial leadership, helping align roadmap priorities with customer insights, business objectives and measurable product outcomes.

Findmypast | Product Designer | London, UK | Jan 2022 – Mar 2025

Promoted from Junior Product Designer at Findmypast in Apr 2023

Genealogy subscription web and native app serving millions of users, digitising millions of archives and historical data.

- Experimentation across acquisition and conversion journeys, increasing free-trial conversion by 5× through behavioural analysis, A/B testing and iterative product optimisation in the growth squad.
- Designed and launched the Gift Subscription MVP, creating a new acquisition channel that generated over £500k in first-year revenue.
- Redesigned onboarding and activation journeys, increasing 14-day customer retention by 25% through improved guidance and personalised user experiences.
- Designed AI-powered family history recommendations, surfacing personalised record matches to improve first-session engagement and user activation in the core product squad.
- Optimised checkout and subscription journeys, reducing customer drop-off by 23% through continuous experimentation and UX improvements in the monetisation squad.
- Migrated design system from Sketch to Figma, with the Design System Working Group, establishing scalable design systems and improving collaboration across Product and Engineering.

Earlier: Sales & Marketing Associate at HealthCare Direct (K) Ltd, Nairobi, Kenya (2020–2021) ·

Architectural Assistant at Niazi Roden Architects, London, UK (2019) · Town Planning Assistant at Peter Pendleton & Associates, London, UK (2018).

EDUCATION

BSc Architecture · University of Bath · 2016 - 2020

AI Coding for Designers · Memorisely · March 2026

UX Immersion & UI Specification · CareerFoundry · 2020 - 2021

OUTSIDE WORK

Amara Charitable Trust committee member (2011–present) · Reforestation volunteer with FOECT Kenya · Summited Mt. Kenya, Mt. Kilimanjaro & Everest Base Camp · Visited 38 countries · Scuba Diving (PADI Certified) · Playing Piano & Flute (ABRSM Grade 5) ·